

Branding Behavioral Health: Developing Branding Strategies for a National Workforce Initiative



Project Title	Branding Behavioral Health: Developing Branding Strategies for a National Workforce Initiative
Project Summary	Develop a marketing and branding proposal for the national IHS Behavioral Health Aide Program. Use innovative strategies, technologies, and ideas to engage the future workforce that will serve over 500 federally recognized tribes across the country.
Country	United States
Agency	Indian Health Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	2

Project Description

You will develop a branding and marketing plan using your very own ideas. Your plan can include social media plans, blog pitches for the IHS national blog, web content, graphic design properties, a website plan, and many more. The plan will center around the development of a national workforce initiative of behavioral health aides across the country serving American Indian and Alaska Natives across 566 tribes.

Desired Skills Interests

Additional Information

You will work amongst a team of social workers, nursers, pharmacists, data coordinators, policy and program advisors who are passionate about serving American Indians and Alaska Natives. You will get the opportunity to learn about the programs we work on related to substance abuse, suicide prevention, domestic violence

prevention, forensic healthcare, trafficking, and overall wellness.

Language Requirements

None